

# MARKETING SOLUTIONS

print | online | mobile

## January:

- ☐ Salute to Corn
- ☐ Healthy Living
- ☐ Cow-Calf Conference
- ☐ Profiles
- ☐ Welcome Home-RE



## February:

- ☐ The Souce
- ☐ Valentine Section
- ☐ Wedding Section
- ☐ Welcome Home-RE



## March:

- ☐ Ottumwa Life
- ☐ Progress
- ☐ Spring Home Improvement
- ☐ NCAA
- ☐ Welcome Home-RE



## April:

- ☐ 101 Things to do
- ☐ Prom Page
- ☐ Spring Sports
- ☐ Welcome Home-RE



## May:

- ☐ Salute to Beef
- ☐ Mother's Day
- ☐ Graduation
- ☐ Welcome Home-RE



## June:

- ☐ Medical Directory
- ☐ Best of Southern Iowa
- ☐ Summer Sports
- ☐ Chamber Guide
- ☐ Welcome Home-RE



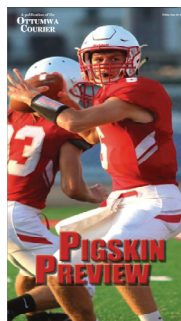
## July:

- ☐ Back To School
- ☐ Salute to Soybean
- ☐ Century Farms
- ☐ Ottumwa Life
- ☐ Welcome Home-RE



## August:

- ☐ HS Pigskin Preview
- ☐ Business Directory
- ☐ Welcome Home-RE



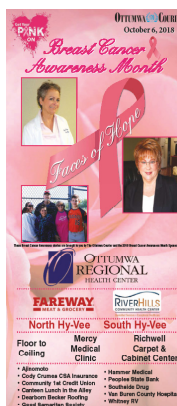
## September:

- ☐ Fall Sports
- ☐ Hometown Heroes
- ☐ Pigskin Picks Contest
- ☐ Senior Lifestyle Directory
- ☐ Welcome Home-RE



## October:

- ☐ Breast Cancer Awareness
- ☐ Senior Expo Event
- ☐ Halloween Page
- ☐ Salute to Pork
- ☐ Welcome Home-RE



## November:

- ☐ Holiday Happenings & Gift Guide
- ☐ Veteran's Day
- ☐ Holiday Ottumwa Life
- ☐ Winter Sport
- ☐ Black Friday Ad Wrap
- ☐ Welcome Home-RE



## December:

- ☐ Chamber Map
- ☐ Seasons Greetings
- ☐ Calendar
- ☐ Our Gift Section
- ☐ Welcome Home-RE



# 2019 Ottumwa Courier

# RATE CARD

## MISSION STATEMENT

The Ottumwa Courier and OC Current are here to help your business capitalize on local growth by researching your target audiences faster and more cost effectively than any other local media.

## READERS OF THE OTTUMWA COURIER

Daily Circulation (Tues-Sat) 7000 OC Current Circulation (Wednesday) 17600 Readership (2.1 per paper)  
17,010 Digital Audience (Monthly) 500,000 Page Views 93,000 Unique Visitors

# Ottumwa Courier

**Current**  
Wednesday, June 22, 2016 • A product of the Ottumwa Courier

213 East 2nd Street | P.O. Box 2961 | Ottumwa, Iowa 52501 | P: (641) 684-4611 | F: (641) 683-4118

## OTTUMWA COURIER MAGAZINE PRICING

	1 ISSUE	3 ISSUES	5 ISSUES	8 ISSUES
FULL	\$1,100	\$850	\$750	\$650
HALF	\$650	\$550	\$450	\$400
QUARTER	\$550	\$450	\$350	\$300
EIGHTH	\$350	\$390	\$225	\$200

---EACH AD INCLUDES 10,000 DIGITAL IMPRESSIONS---

OTTUMWA LIFE: MARCH, JULY, OCTOBER, DECEMBER (HOLIDAY EDITION)

THE SOURCE: FEBRUARY, 101 THINGS: APRIL, CHAMBER GUIDE: JUNE, SENIOR GUIDE: SEPTEMBER

# retail advertising



## DOLLAR VOLUME CONTRACT

per column						
inch rates	OPEN	\$500+	\$1000+	\$2500+	\$5000+	\$10,000+
Daily Rate . .	\$17.25 . . .	\$10.00 . . .	\$9.00 . . . . .	\$8.50 . . . . .	\$8.00 . . . . .	\$7.50 . . . . .
OC Current Pick-Up Rate . . . . .	\$5.00 pci					
OC Current Rate . . . . .	\$7.00 pci					
Non-Profit Rate . . . . .	daily \$10.25					
National Rate. . . . .	daily \$14.66					
Political Rate . . . . .	daily \$13.65					
Full Color . . . . .	\$3.50 pci					

## DIGITAL OPTIONS

- Ottumwa Courier Online + Mobile
- Run of Site . . . \$15.00 cpm . . . . . Section \$18.00 cpm
- Wallpaper (Desktop Only). . . . . \$100/day
- Homepage Takeover (Desktop Only) . . . . . \$150/day
- Daily News/Breaking News Email Blast . . . . . \$250/mo

## NEW Next Generation Digital Options

Behavioral Targeting, Category Contextual Targeting, Site Retargeting, SEO, Maps and Directories, Pay per Click, Websites, Facebook ads, Facebook Promotion, Mobile Geofence and Follow, Event Targeting

## Digital Sizes

- Ottumwa Courier- 300x600, 300x250, 320x50, 300x50, 728x90
- Next Gen- 320x480, 300x250, 320x50, 300x50, 728x90, 160x600
- Homepage Take Over- 1770x1000, 1600x1000, 300x250, 728x90, 950x250, 950x45

# preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.\*

## RATES

INSERTIONS PER YEAR	1-8	9-12	13-25	26-51	52+
4 Tab	\$64/m	\$62/m	\$59/m	\$58/m	\$57/m
8 Tab	\$72/m	\$69/m	\$66/m	\$65/m	\$64/m
12 Tab	\$78/m	\$75/m	\$74/m	\$72/m	\$71/m
16 Tab	\$81/m	\$80/m	\$78/m	\$77/m	\$74/m
20 Tab	\$90/m	\$88/m	\$86/m	\$84/m	\$81/m
24 Tab	\$97/m	\$95/m	\$91/m	\$89/m	\$87/m
28 Tab	\$100/m	\$99/m	\$98/m	\$95/m	\$91/m
32 Tab	\$107/m	\$104/m	\$102/m	\$99/m	\$97/m
36 Tab	\$112/m	\$109/m	\$107/m	\$104/m	\$102/m
40 Tab	\$118/m	\$114/m	\$111/m	\$110/m	\$108/m
Single Sheet.....	\$48/m		Current.....\$50/m		

**DEADLINES:** Reservation required 7 days prior to insertion.

**DELIVERY:** The Ottumwa Courier  
213 E. 2nd Street  
Ottumwa, IA 52501

**PHONE:** (641) 684-4611

**FAX:** (641) 683-4118

**EMAIL:** rgutierrez@cnnhi.com

\*Full Run Required

\*No zoning due to mail delivery

# Mechanics

## COLUMN WIDTHS

- 1 col = 1.583"
- 2 col = 3.292"
- 3 col = 5"
- 4 col = 6.708"
- 5 col = 8.417"
- 6 col = 10.125"
- Double Truck = 21"

# Electronic Files

## PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

All electronic files must be in by the deadline stated in this rate card.

- PDF files must have ALL fonts embedded. All files need to be in Grayscale or CMYK color mode as well.
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

# Deadlines

Please reserve your space by the deadlines below.

**TUESDAY AD**  
THURSDAY BY 5PM

**WEDNESDAY AD**  
FRIDAY BY 12PM

**THURSDAY AD**  
MONDAY BY 5PM

**FRIDAY AD**  
TUESDAY BY 5PM

**SATURDAY AD**  
WEDNESDAY BY 5PM

**OC CURRENT**  
TUESDAY BY 12PM

**TV GUIDE**  
MONDAY BY 10AM

**TUESDAY AD**  
MONDAY BY 12PM

**WEDNESDAY AD**  
TUESDAY BY 12PM

**THURSDAY AD**  
WEDNESDAY BY 12PM

**FRIDAY AD**  
THURSDAY BY 12PM

**SATURDAY AD**  
FRIDAY BY 12PM

**OC CURRENT**  
THURSDAY BY 3PM

**TV GUIDE**  
WEDNESDAY BY 10AM

## PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as EPS files. Tiff files are acceptable. Jpegs of 300 dpi can be submitted, but not recommended.
- Color: All color must be in CMYK format. Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please DO NOT send photos and artwork in a Word document, the quality of the extraction will not be great. Publisher files are not accepted.

## REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email: [intsales@ottumwacourier.com](mailto:intsales@ottumwacourier.com).

FTP site available upon request.

# Ottumwa Courier



# retail advertising



## WEEKLY PRIME POSITIONS

	OPEN	13x	26x	52x
Daily Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Sports Front Page 6x1.5 Full Color	\$150.00	\$125.00	\$100.00	\$75.00
Daily Obituary Page 6x1.5 B&W	\$200.00	\$150.00	\$100.00	\$50.00
Daily Weather Page 6x2 Full Color	\$200.00	\$150.00	\$100.00	\$50.00
Dining Guide 3x5 Wed Full Color	\$80.00	\$73.00	\$66.00	\$60.00
NASCAR Page 3x4 B&W	\$100.00	\$90.00	\$83.00	\$75.00
Post-It Note Ad 2.5"x2.5" Full Color	\$200.00	\$175.00	\$150.00	\$100.00
Page A1 ad 1x3 Full Color	\$155.00	\$130.00	\$105.00	\$55.00
Athlete Profile Sponsor 1x2 Full Color	\$50.00	\$35.00	\$30.00	\$25.00
Mini Page 6x2 Full color	\$200.00	\$180.00	\$165.00	\$150.00
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00	\$25.00
Classified Banner Strip 6x1.5 B&W	\$75.00	\$55.00	\$45.00	\$25.00

# classified advertising

## DOLLAR VOLUME CONTRACT

per column				
inch rates	OPEN	\$2,500+	\$5,500+	
Daily Rate	\$15.10	\$13.20	\$12.00	
Weekend Rate	\$16.61	\$14.52	\$13.20	
Pick-up into OC Current	\$25.00			

## THANK YOU / HAPPY ADS

per column inch rates	
Daily Rate	\$8.50
Pick-up into OC Current	\$25.00

## EMPLOYMENT GOLD PACKAGE

	3-DAY	7-DAY	14-DAY
Flat rates	\$534.00	\$581.00	\$802.00
Includes 3, 7, 14 day print ad 2x5, plus 30-day monster.com ad, OC Current and ottumwacourier.com			

## PRO-SERVICE DIRECTORY

flat rates	4-WEEKS
4 wk commitment	\$150.00
Publishes Tuesday - Saturday in the Ottumwa Courier, Wednesday in the OC Current and on ottumwacourier.com	

